Preface

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The second issue of Volume XXV is devoted to celebrating the 21st International Conference of the International Association for Intercultural Communication Studies (IAICS). The conference was held on July 15th to 18th, 2015 at The Hong Kong Polytechnic University, and featured input of 278 speakers from nineteen countries representing five different continents across the globe, i.e., Africa, Asia, Australia, Europe as well as North America and South America. The conference theme was "Culture, Communication, and Hybridity in an Age of Globalization", bringing together leading academics and practitioners from different disciplines such as communication studies, linguistics, and cultural studies, and attracting many high quality papers.

This issue includes eight papers and a book review. All the papers were competitively selected from the post-conference submissions and have gone through rigorous reviewing and revision processes. They represent a diversity of academic perspectives and approaches as well as a diversity of issues and cultures in intercultural communication studies.

The papers have been grouped under two broad categories: critical review papers and empirical studies. The 1st critical review paper, presented as a keynote address at the IAICS-2015 conference, is by Professor Keyan G. TOMASELLI from the University of Johannesburg, South Africa. He critically examines two paradigms viz. apartheid and ubuntu that historically characterised inter-racial relations in South Africa and argues that intercultural communication concepts can fail in the academy when they are used to promote essentialist agendas. The paper contributes to the development of a post-Africanist approach to intercultural communication study rooted in pragmatism and global culture understanding. The second review paper is by Doreen D. WU and Chaoyuan LI from the Hong Kong Polytechnic University. They attempt to open up a new area of exploration by reviewing the realm of intercultural new media studies, presenting two significant sociolinguistic approaches, the variationist and the interactional, and discussing how the two sociolinguistic approaches can be better utilized in our further understanding and prediction of new media communication patterns across cultures.

The section of empirical studies consisting of six papers can be further divided into three thematic areas: social media, media representation, and interpersonal politeness between and within cultures. Among the three papers covering the theme of social media communication, the first one is by Greg B. LEIGHTY, Margaret U. D'SILVA and Matthew R. JOHNS from the University of Louisville, USA, who investigate how the Adam Aadmi Party in India has utilized the social media platform Twitter to garner support and to maintain coherent communication with their constituents in social movements. Their methods of investigation include content analysis and ethnographic observation. The second paper is by Kenneth C. C. YANG from the University of Texas, USA, who collaborated with Amanda PULIDO from the University of the Incarnate Word and with Yowei KANG from Kainan University, Taiwan. By employing an online questionnaire, they have surveyed American college students' privacy concerns and analyzed the predictive power of privacy management variables on students' Twitter usage

behaviours. The last but not least paper devoted to the theme of social media communication is written jointly by Wei FENG from Shanxi University, PRC and Doreen D. WU from the Hong Kong Polytechnic University. Their study examines if and how Chinese banks of diverse ownership differ in their construction of corporate identities on Sina Weibo, the leading social media platform in China. Towards this goal of the study, they have developed an integrated sociolinguistic approach with a dialogic framework of analysis which incorporates thematic analysis from communication studies and conversational analysis from linguistics.

Media representation is the focal point of discussion in the two papers following the social media papers. While the paper by LI Lan and YE Meng applies lexical framing and transitivity analysis to examine how the case of 2014 Occupy Central in Hong Kong has been represented and constructed differently by three international news outlets with differential political positioning, the paper by Haijing TU explores the ideas, norms, and practices of motherhood as portrayed in two popular TV series, *The Good Wife* and *Hot Mom!*, which were produced in America and China respectively. This article, "From *The Good Wife* to *Hot Mom!*: An Ideological Analysis of American and Chinese Motherhood on TV", was a First Prize winner in the 2015 IAICS Outstanding Paper Competition.

The last empirical study for this issue concerns interpersonal communication across cultures. Rain Wuyu LIU and Mary J. BRESNAHAN from Michigan State University, USA have invited a total of three hundred and sixty-nine undergraduate participants from PRC and USA and investigated differences in the perception of the variables of Family Obligation and Request Compliance between the Chinese and the American undergraduates. Their findings suggest that obligation is not universally aversive as proposed by previous studies in the area. This article was a Second Prize winner in the 2015 IAICS Outstanding Paper Competition.

Apart from the eight papers, this issue also includes a book review of Professor Shi-xu's latest publication Chinese Discourse Studies, written by ZHANG Lejin. ZHANG has provided an in-depth evaluation of the features of the book and revealed its unique contribution to constructing a holistic and dialogic paradigm for contemporary Chinese discourse studies.

Lastly, this issue is dedicated to the Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University in appreciation of its strong support of the IAICS-2015 annual conference and of the study of intercultural communication.